

Cable Television Written Survey Response Summary

During the month of April the Cable Advisory Committee circulated a survey to Stoughton residents and below is a summary of your written responses to question 5 and questions 8 thru 10.

The Cable Advisory wishes to thank everyone who participated in the survey and the assistance given to the committee by the Town Manager, the School Department and the Housing Authority. Special thanks to Dr. Larry Gray for his assistance in setting up the survey and posting it on the town website. Also, the Committee would like to thank the Stoughton Penny Saver for running the survey at no cost, as a public service. We received over 500 surveys back!

- 1) Cable TV is too expensive and is not a good value for what you receive
- 2) Allow competition by allowing Verizon Fios. (Make available to whole town by year-end).
- 3) Channel selection – bundles include many channels residents do not want/watch and to receive certain channels you have to move up to a higher priced bundle. (Offer more channels on an a-la carte pricing tier)
- 4) Offer discount for Seniors
- 5) Add more HD channels
- 6) Improve picture and sound quality on channel 9
- 7) More channels included in basic plan
- 8) Additional ethnic channels (similar to satellite)
- 9) More educational programming
- 10) More local coverage

Question 5; Do you watch local access channel 6 or 9, which shows:

Selectmen Meetings: 120

Snyder's Stoughton: 109

School Channel: 72

Local News: 71

Town Meeting: 49

We the People: 49

Fire Side Chat: 4

Stoughton Cable Survey Results

Stoughton Cable TV Survey

Response Status: Completes

Filter: No filter applied

1-May-08

1. What is your current television service?

Comcast	499	91%
Dish Network	13	2%
Direct TV	27	5%
None	9	2%
Total	548	100%

**If you are not a Comcast subscriber,
please skip to question 7.**

2. How long have you been a Stoughton Cable subscriber?

Less than 1 year	24	5%
1 year to 5 years	92	18%
More than 5 years	396	77%
Total	512	100%

3. What level of cable service do you have?

Basic	84	15%
Expanded Basic	178	32%
Digital/HD	193	35%
Premium Channels (HBO, Showtime, etc.)	93	17%
Total	548	100%

4. Are you aware of any available discounts offered by your provider?

Yes	141	27%
No	373	73%
Total	514	100%

5. Do you watch local access channels 6 (98) or 9?

Yes	347	68%
No	163	32%
Total	510	100%

6. Please rate the current Stoughton Cable Service on the following features:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
Picture Quality	107 22%	255 52%	107 22%	18 4%
Sound Quality	98 21%	240 50%	94 20%	46 10%
Quality of cable equipment	76 16%	235 51%	127 28%	23 5%
Customer Service	56 12%	190 41%	131 29%	82 18%
Service and Repair	47 11%	190 44%	134 31%	64 15%
Billing Accuracy	95 21%	244 53%	90 19%	34 7%
Channels Offered	61 14%	187 44%	97 23%	80 19%
Telephone Accessibility	53 13%	172 42%	104 26%	77 19%
Business Hours	59 14%	231 54%	93 22%	45 11%
Value for your money	25 5%	85 18%	140 30%	218 47%

7. Would you be more likely to participate in the local access studio if it was located in Stoughton?

Yes	215	43%
No	282	57%

Total	497	100%
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8. What do you like about your current television provider?

141 Responses

9. What do you dislike about your current television provider?

177 Responses

10. Is there programming currently not available that you would want?

Yes	201	44%
No	253	56%
Total	454	100%

11. Please add any suggestions that you may have for the Cable Advisory Committee in the box below.

244 Responses

12. Gender?

Male	264	48%
Female	283	52%
Total	547	100%

13. Age Bracket?

19 or younger	2	0%
20 to 39	109	20%

40 to 59	251	46%
60 or older	182	33%
Total	544	100%

14. How much do you spend per month on the following?

402 Responses